

In the claims:

Please cancel claims 1, 4, 13, 16, 24 and 25, amend claims 2, 5, 6, 8, 14, 15, 17, 18, 19, 21, 25, 27 and 28, and add new claims 31-35. The status of the claims is as follows:

1. (Canceled)
2. (Currently Amended) A display sign as defined by claim ~~4~~34 wherein said sign mount includes a cross member having a pair of mounting brackets that are each configured to engage one of the ceiling support rails.
3. (Original) A display sign as defined by claim 2 wherein at least one of said mounting brackets is slidably adjustable on said cross member.
4. (Canceled)
5. (Currently Amended) A display sign as defined by claim ~~4~~31 wherein said biasing means comprises a spring.
6. (Currently Amended) A display sign as defined by claim ~~4~~32 wherein said sign mount includes a cross rail with opposing ends, a mounting bracket at each of said opposing ends, said mounting bracket including a base connected to said cross rail and an engaging member connected to said base and oriented substantially perpendicularly to said base, said engaging member configured to engage the ceiling support rail, at least one of said mounting brackets being slidably adjustable along a portion of said cross rail.
7. (Original) A display sign as defined by claim 6 wherein said cross rail has a generally inverted U shape, and wherein said at least one slidably adjustable

mounting bracket further includes side walls descending therefrom over at least a portion of said inverted U shaped cross rail, and wherein said engaging member is generally elongated and has a substantially inverted L shape.

8. (Currently Amended) A display sign as defined by claim ~~4~~33 wherein said sign mount includes a cross member having a pair of mounting brackets, at least one of said pair of mounting brackets slidably adjustable along at least a portion of said cross member, said at least one slidably adjustable mounting bracket having a base with at least one slot, said cross member having a guide stud extending through said at least one slot.

9. (Original) A display sign as defined by claim 8 wherein said at least one slidably adjustable mounting bracket base has a spring anchor, and further including a biasing spring connecting said spring anchor and said guide stud.

10. (Original) A display sign as defined by claim 8 wherein said guide stud has a removable head that prevents removal of said mounting bracket from said cross member.

11. (Original) A display sign as defined by claim 10 wherein said guide stud is threaded, wherein said removable head is a nut that may be tightened to lockingly engage said base.

12. (Original) A display sign as defined by claim 10 wherein said base has a pair of slots, and wherein said cross member has a pair of guide studs, one each of said guide studs cooperating with one each of said slots.

13. (Canceled)

14. (Currently Amended) A display sign as defined by claim ~~13~~32 and further including a turntable directly connected to said shaft and directly connected to said graphics display bottom wall.

15. (Currently Amended) A display sign as defined by claim ~~13~~35 wherein said sign mount has a cross member configured to engage two opposing of the support rails, and further including a support arm descending from said cross member.

16. (Canceled)

17. (Currently Amended) A display sign as defined by claim ~~16~~33 and further including a motor for driving rotation of said graphics display, said motor mounted on said support arm.

18. (Currently Amended) A display sign as defined by claim ~~13~~32 wherein said graphics display includes a bottom wall, a sidewall, an open top, and is generally tapered from top to bottom.

19. (Currently Amended) A display sign as defined by claim 18 wherein said graphics display is linked to said sign mount by a connection on said bottom wall, said connection thereby contained within said graphics display.

20. (Original) A display sign as defined by claim 18 wherein said graphics display includes fastener means for attaching one or more graphics sheets to said sidewall.

21. (Currently Amended) A display sign as defined by claim ~~13~~34 wherein said graphics display has a bottom wall with an interior raised portion and an exterior cover plate underlying said raised portion.

22. (Original) A display sign as defined by claim 21 and further including a turntable attached to said raised portion by an adhesive, a rotatable shaft linked to said sign mount and directly connected to said turntable.

23. (Original) A display sign as defined by claim 21 wherein said graphics display further includes a sidewall, and wherein said sidewall, said bottom wall, and said raised portion are integral with one another, and wherein said cover plate is removable from said graphics display.

24. (Canceled)

25. (Currently Amended) A display sign as defined by claim 435 wherein said graphics display has an upper perimeter ~~has~~with a width of at least about 20".

26. (Canceled)

27. (Currently Amended) A display sign as defined by claim 431 and further including a motor supported by said sign mount for rotating said graphics display.

28. (Currently Amended) A display sign as defined by claim 432 and further including a light source contained within said graphics display.

29. (Original) A display sign for suspension from a ceiling of the type that has a plurality of support rails arranged in a grid, the display sign comprising:

a cross member having two mounting brackets on its ends, at least one of said mounting brackets being slidable along said cross rail, said cross rail having locking means for locking said at least one slidable mounting bracket in a stationary position,

each of said two mounting brackets having an engaging member for engaging parallel of the ceiling support rails, said cross rail having a length;

a support arm descending from said cross member;

a rotating shaft linked to said support arm; and

a graphics display linked to said shaft and configured for 360° rotation, said graphics display having an upper perimeter with a width of at least about 20”.

30. (Original) A display sign for suspension from a ceiling of the type that has a plurality of support rails arranged in a grid, with a light source within a particular of the grids, the display sign comprising:

a cross rail having two mounting brackets on its ends, at least one of said mounting brackets being slidable in a direction away from the other of said mounting brackets, said at least one slidable mounting bracket having at least one slot, said cross rail having a guide stud extending through said at least one slot, said mounting bracket having a spring anchor, a spring extending between said guide stud and said spring anchor and operative to bias said mounting bracket in a direction away from the other of said two mounting brackets, each of said two mounting brackets having an engaging member for engaging parallel of the ceiling support rails that define the particular grid having a light source, said cross rail having a length;

a generally U-shaped support arm descending from said cross rail;

a rotating shaft linked to said support arm; and

a graphics display linked to said shaft, said graphics display having a bottom wall, a side wall, and a top that is at least partially open to allow light from the light source to enter, said graphics display linked to said shaft by a connection on said graphics display bottom wall, said graphics display having a top perimeter with a width greater than said cross rail length, said graphics display made of a substantially translucent material and able to be rotated 360°.

31. (New) A display sign for suspension from a ceiling of the type that has a plurality of support rails, the display sign comprising:

a sign mount configured to engage a plurality of the ceiling support rails having a cross member with a pair of mounting brackets configured to engage one of the ceiling support rails, at least one of said mounting brackets slidably adjustable on said cross member, and having a biasing means operative to bias said at least one of said mounting brackets towards one of the support rails; and,

a graphics display supported by said sign mount; said graphics display rotatable about 360°.

32. (New) A display sign for suspension from a ceiling of the type that has a plurality of support rails, the display sign comprising:

a sign mount configured to engage a plurality of the ceiling support rails;

a graphics display supported by said sign mount, said graphics display rotatable about 360° and having a bottom wall; and,

a rotating shaft linked to said sign mount and to said graphics display bottom wall.

33. (New) A display sign for suspension from a ceiling of the type that has a plurality of support rails, the display sign comprising:

a sign mount configured to engage a plurality of the ceiling support rails and having a cross member configured to engage two opposing of the support rails;

a generally U shaped support arm descending from said cross member;

a graphics display supported by said sign mount and rotatable about 360°;

and,

a rotating shaft that linked to said graphics display and to said generally U shaped support arm.

34. (New) A display sign for suspension from a ceiling of the type that has a plurality of support rails, the display sign comprising:

a sign mount configured to engage a plurality of the ceiling support rails having a cross member with a length; and,

a graphics display supported by said sign mount, said graphics display rotatable about 360° and having an upper perimeter width that is greater than said cross member length.

35. (New) A display sign for suspension from a ceiling of the type that has a plurality of support rails, the display sign comprising:

a sign mount configured to engage a plurality of the ceiling support rails; and,

a graphics display supported by said sign mount, said graphics display rotatable about 360° and at least partially made of a translucent material, having a sidewall with a thickness of less than about 0.1", and having a top that is at least partially open to admit light from a light source in the ceiling.